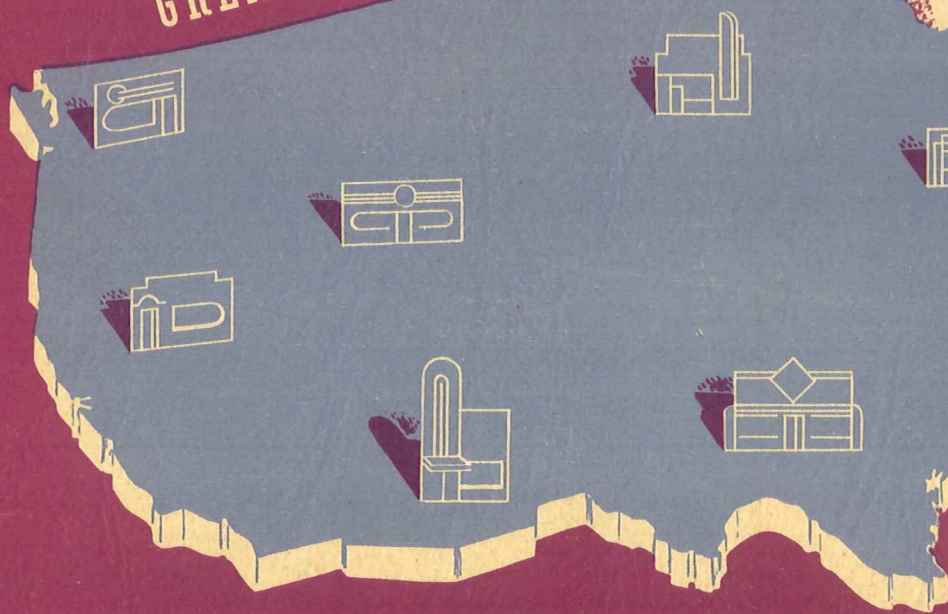


HOW TO GET

MORE

STORE OWNERS
EVERYWHERE ARE
REMODELING FOR
GREATER PROFITS



BUSINESS

PITTCO STORE FRONTS

HOW TO GET MORE BUSINESS

IN YOUR COMMUNITY



HANG a sign in front of your store: "This store is old and out-of-date. We don't want business." And it's a sure bet that you will not get very much.

A dingy, unattractive store front has almost the same effect. Business drops off. Profits dwindle. Customers who have been buying there for years suddenly stop coming in. New faces are seen less frequently.

And it's no wonder! Can there be any question who gets the nod when, side by side, a store with an inviting front and one that has seen better days (and looks it) bid for a passer-by's business? Obviously, the store with a smart appearance has the better chance of getting business in its neighborhood.

The inside of your store may compare favorably with others in your community. But prospective customers judge it by the front. If the front makes a good impression, they'll come inside and look your merchandise over. And getting them in is more than half the job of making the sale. If you're proud of your store, of the service you offer, your well-displayed and popular-priced merchandise, tell it to the world . . . with a store front that gives the real, inside story at a glance . . . a modern Pittco Store Front.

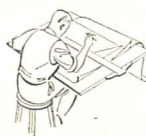


From coast to coast, merchants, property owners and realtors have found that Pittco modernization pays. Stores and buildings of every description are dressing up with Pittco Fronts. They're asking for business . . . and getting it! A Pittco Front possesses a dignity and sales appeal all its own. It makes any store stand out from the others on the street. Its surfaces of glass and metal command attention, beckon to every passer-by. It brings new business, helps to hold customers and to win back patronage that has been going to competitors.

Pittco Fronts present no maintenance problem. They need no expensive cleaning preparations to be kept bright and sparkling. An occasional wiping with a damp cloth does the job in a minimum of time. The constant need for painting, patching and touching up is eliminated.



Building owners and managers who are interested in obtaining more profits from ground floor shop space find that Pittco Fronts solve the problem. Your present ground floor shop space may be a little run-down or old-fashioned looking . . . not quite so appealing to prospective tenants as it should be for profitable renting. Or perhaps your building does not now provide for shops on its ground floor. In either case, remodeling with Pittco Fronts can renew the income-producing possibilities of your building, help you to get new tenants and hold them, increase property values . . . put your building a step ahead of others in your town. It has been proved time and time again that Pittco modernization increases revenues from unproductive properties, improves appearance and smooths out the rental curve.



The Pittsburgh Plate Glass Company offers a complete line of top-quality products for every store front need. Carrara Structural Glass in a

range of ten striking colors, PC Glass Blocks, Pittco Store Front Metal in aluminum with alumilite finish, or bronze, Polished Plate Glass, Pittsburgh Mirrors, Tapestry Glass and Pittsburgh Paint Products. All of these Pittco Store Front Products are specifically designed to be used with one another. They are unified. Their outstanding quality insures beauty that stays new-looking year after year. Coming from one source of supply, this line of products makes possible store fronts that are units, fronts that are truly individual, pleasingly harmonious in every way; fronts that take the fullest and most profitable advantage of the great modern selling magic of "eye appeal." A Pittco Store Front invariably stands out from the store fronts of neighboring and competing stores. On Pages 22 and 23 in this book you will find details about these Pittco Store Front Products.

We urge you to look this book over carefully. Notice the many photographs of actual Pittco Store Fronts installed for successful merchants and property owners. Among them, no doubt, are stores or buildings of your particular size and type. These fronts have proved their value in actual performance. And statistics accompanying most of the photographs show just how great that value has been...show what it cost to change the outmoded store into a money-maker. The cost of the installed Pittco Products usually averages about 65% of the total cost of the new front.

Whether you are a building manager, a property owner, a realtor, a retail merchant, an architect or building contractor, you'll find worthwhile ideas in this book to incorporate into the plans for your new Pittco Front. And when you plan it, we strongly recommend that you obtain the services of a local architect to insure the best results. Our staff of experts will gladly co-operate with him in planning a front to suit your needs.

Here's an Easy Way to Pay for Your Pittco Modernization:
THE PITTSBURGH TIME PAYMENT PLAN

Pay for your Pittco Front out of profits. You need only 20% of the total cost for a down payment. The balance may be financed over a period of two years if desired. And don't let your modernization program stop at the front. This plan may be applied to painting and redecorating the inside of your store as well. We invite you to get in touch with the nearest warehouse or distributor of the Pittsburgh Plate Glass Company to obtain specific information . . . or, if you are located West of the Rockies, call the nearest branch of W. P. Fuller & Co., West Coast distributors of Pittco Store Front Products.



Location—Chicago, Illinois

Total cost of Pittco Products
Installed, \$1,585



Pittco modernization changed these two separate stores into one attractive restaurant and bar, giving it unity, new beauty and sales appeal that is winning and holding patrons. The pleasing Carrara color combination, coupled with design that is definitely out of the ordinary, make it an attention-commanding front . . . and one that will retain its modern appearance year after year.



Location—New Haven, Conn.

Total cost of Pittco Products
Installed, \$775

"This is the second Pittco Front we have had within the last six years," writes the manager of this electric appliance store. "The cost of these new fronts has been actually paid for through the additional business received—and therefore additional profit—within the first year of installation in both instances . . . better displays with modern store fronts have been one of the chief assets of our program."

Mr. Besthoff, Jr., of Katz & Besthoff, Ltd., installed a Pittco Front on one of his company's stores in New Orleans. It has been so successful that the company has decided to make Pittco Fronts "standard equipment." Mr. Besthoff writes, "Never did we imagine that such an improvement to a store front could have been made so economically."

• 4 •



Location—New Orleans, Louisiana
Architects—Weiss, Dreyfous &
Seiferth

Color Scheme—Wine Carrara with
Aluminum metal

Total cost of Pittco Products
Installed, \$1,375





Location—Chicago, Illinois

Total cost of Pittco Products
Installed, \$707



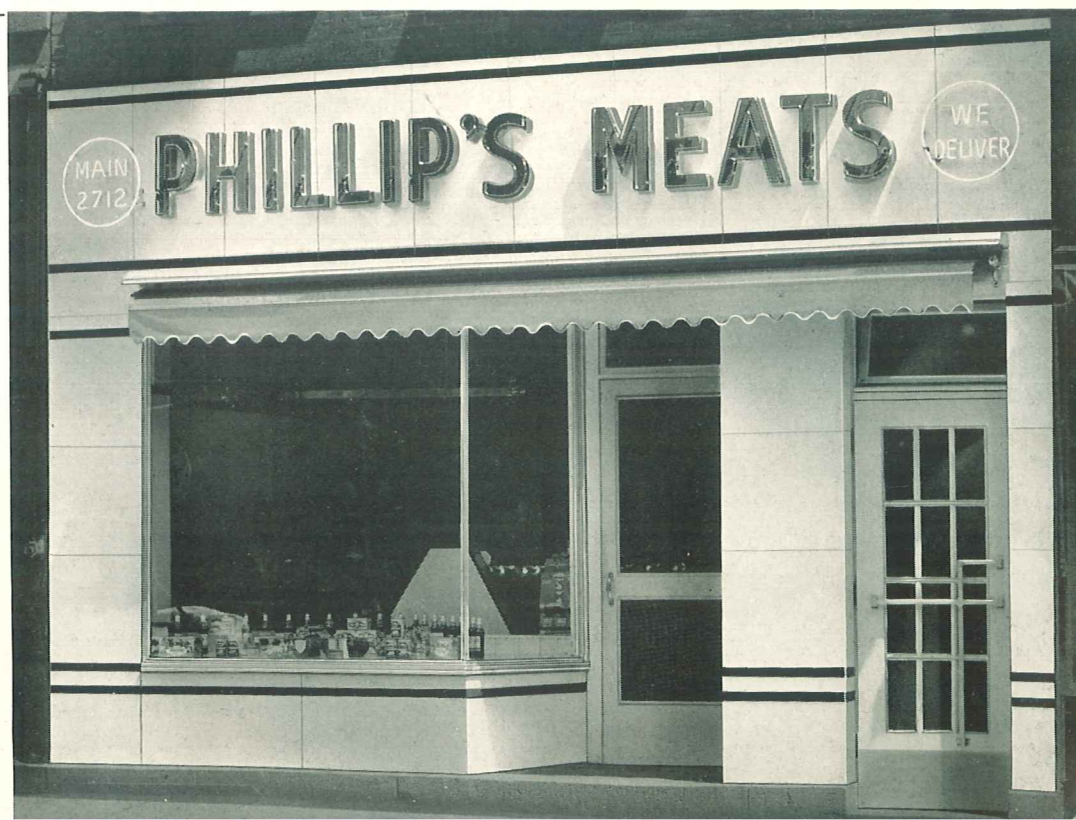
"... there has been a considerable increase in business since the new front was installed," writes the owner of this jewelry store. And remarks like this are being heard from all corners of the land—comments that bear testimony to the business-producing ability of modern Pittco Fronts.

C. A. Phillips comments about his new Pittco Front: "Since the installation we have enjoyed a considerable increase in business. As an example, where we used to employ eight people on busy days, we now use twelve or thirteen." And an increase in business means an increase in profits—often enough to pay for the modernization.

• 5 •

Location—Rochester, New York

Total cost of Pittco Products
Installed, \$389





Location—West Hartford, Connecticut

Color Scheme—White and Black Carrara with Aluminum trim and PC Glass Block Pillars at the entrances



"The outstanding front on our block," says the proprietor of this market and the owner of the building in which it is located, "... has not only brought new faces into our store, but has increased the good will and purchases of our former established customers. Our tenants also report increased sales, which, of course, makes our property more valuable from the point of view of renting."

"Our new store front has increased our trade 50 per cent since remodeling," writes Ann F. Bove, "and constantly brings in new customers . . . it stands out as the leading store front in the neighborhood and in the city of Yonkers."

• 6 •



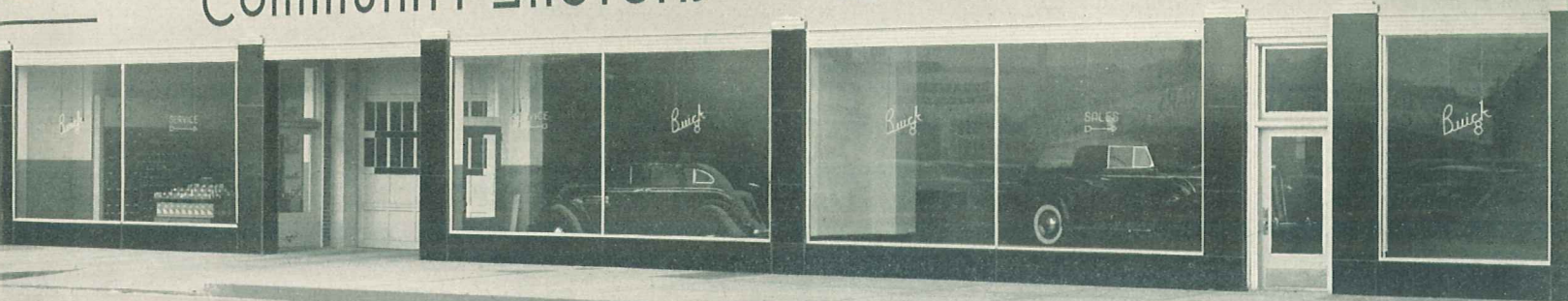
Location—Yonkers, New York

Architect—William P. Katz

Color Scheme—Ivory Carrara with Aluminum Metal trim



COMMUNITY MOTORS — BUICK



Location—Wilkes Barre, Pennsylvania

Color Scheme—Black and Ivory Carrara
with Aluminum trim

Total cost of Pittco Products Installed,
\$2,318

L. J. McCarthy, owner of this Buick agency, writes about his new Pittco Front: ". . . considering the small expense of installation, and the fine appearance of the job as a whole, I am glad that we were persuaded to remodel. I know that the inviting appearance of our building has had a great deal to do with bringing in the people who go out as Buick owners." Pittco Fronts have a well-earned reputation for building sales.

This owner writes, ". . . the construction of the new front . . . has proved highly desirable and results have more than warranted the expense." A before and after comparison here, as in many other instances, illustrates the modern appeal of a Pittco Front.

• 7 •

Location—Mt. Vernon, New York

Total cost of Pittco Products Installed, \$463





Location—Omaha, Neb.

Architect—George B. Prinz

Color Scheme—Black and Wine Carrara, with Bronze Metal trim

Total cost of Pittco Products Installed, \$3,173



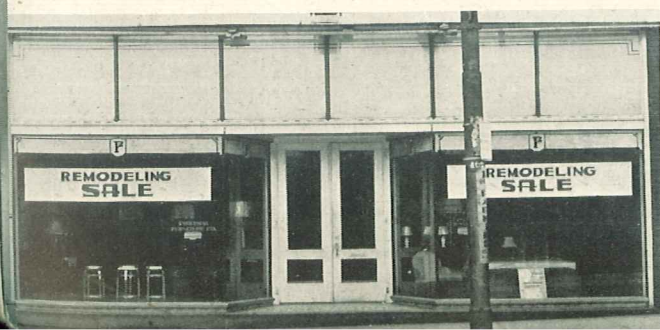
The president of this jewelry company states: "... recently at one of the national conventions I had the pleasure of hearing our store referred to as being the most beautiful store in the state of Nebraska."



Location—Washington, Pennsylvania

Color Scheme—Black Carrara bulkhead, Beige Carrara piers, Ivory and Beige Carrara facia, Wine Carrara laminated letters. Aluminum Metal trim

Total cost of Pittco Products Installed, \$985



From Mr. Freedman come these comments on his Pittco Front: "We have noticed a considerable number of new customers who formerly had always bought from stores in our neighboring city." (A city much larger than the town in which Mr. Freedman's store is located.) "... to meet competition from a large, near-by city, maintain large-city standards of store appearance."

Location—Columbus, O.

Color Scheme—Black Carrara field with Orange Carrara trim and laminated letters. Aluminum Metal

Total cost of Pittco Products Installed, \$995



Mr. Seely writes: "This front, along with relighting and rearranging our store, has allowed us to enjoy a very substantial increase in business during the past year. This is true during a period when all other business was suffering."



Location—Lafayette, Indiana

Total cost of Pittco Products Installed, \$874



"A profitable investment," writes H. W. Heine, vice president of this drug company, in commenting about the Pittco Front. "... it is needless to state that our new front has increased sales." Right you are, Mr. Heine! Pittco Fronts have won the well-earned reputation for consistently producing greater sales volume for businesses of practically every type.





Location—Braddock, Penna.

Architect—Samuel Barbalat

Color Scheme—Piers, Black and Gray Carrara—Facia, Gray, Black, Ivory Carrara—Horizontal bands and vertical strips, Orange Carrara—Aluminum Metal trim.

Total cost of Pittco Products Installed, \$2,500



Location—Baltimore, Maryland

Architect—David Harrison, Inc.

Color Scheme—Wine and Black Carrara with Pittco and Easy-set Architectural Bronze Metal trim

Total cost of Pittco Products Installed, \$8,950



Mr. Louis Weinberg of the Wonder Clothing Company writes: "Our Pittco Front not only enhances the display of our merchandise, but actually pulls people across the street . . ."

NATIONAL CASH REGISTER CO

Location—Milwaukee, Wis.

Architect—Eschweiler &
Eschweiler

Total cost of Pittco Products Installed, \$1,677

Of this distinctive front, Goldwin Smith, sales agent for the National Cash Register Company, writes: "We are well pleased with our Pittco Front. It is in keeping with the high standard of our product."

Location—Lexington, North Carolina

Color Scheme—White and Orange Carrara with painted sandblasted letters and Aluminum Metal trim

Total cost of Pittco Products Installed, \$1,413

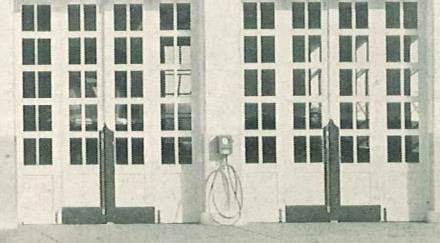
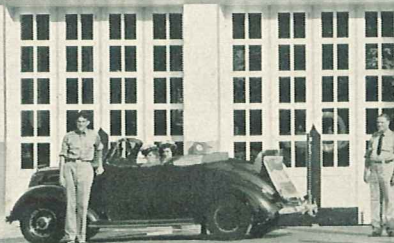
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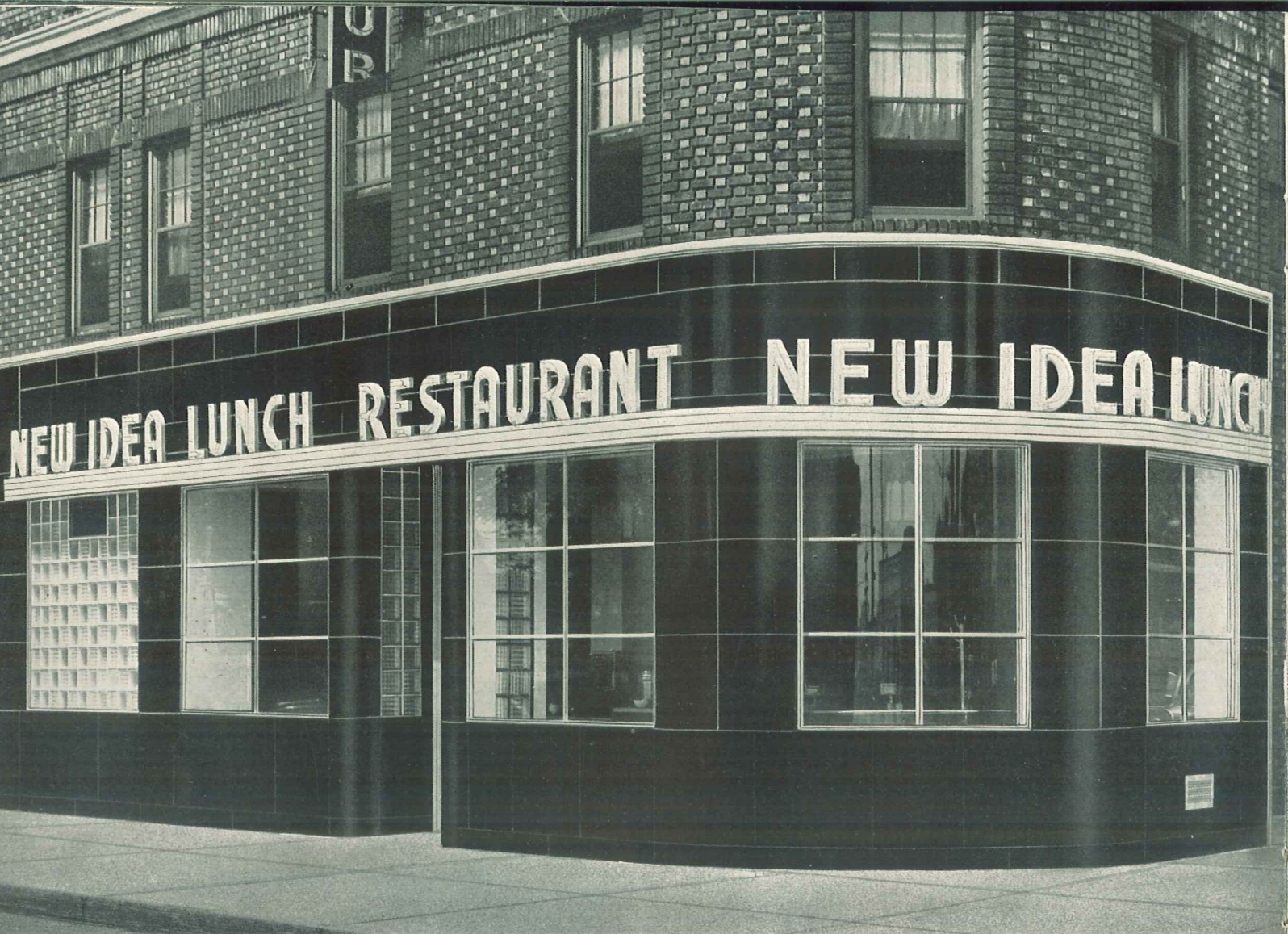
WASHING

GULF

YOUNG'S

LUBRICATION





Mr. Valenza, owner of the New Idea Lunch, writes the following: "Since the installation of my modern Pittco Front, business has increased better than 40 per cent and transient trade stops are greater than they ever were before. Business in the winter is like business was in the summer, and as an investment I am very, very pleased with my new front." Notice the amazing change the Pittco Front made in this restaurant.

Location—New Haven, Connecticut

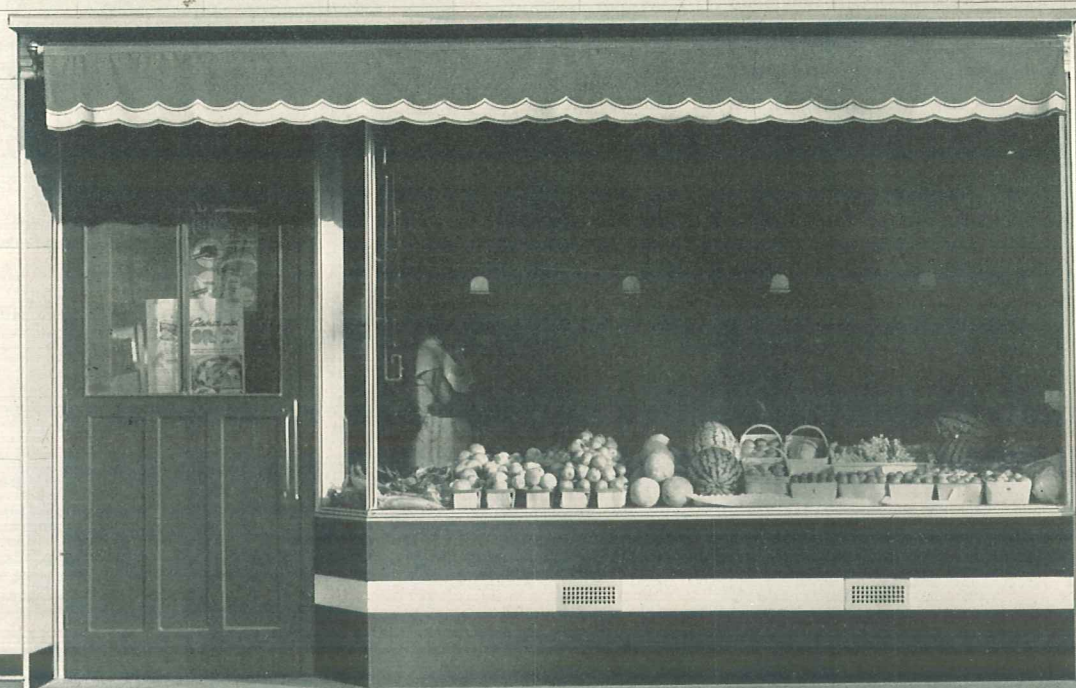
Architect—Schillings & Goldbecker

Color Scheme—Black Carrara with
PC Glass Block and Aluminum
Metal

Total cost of Pittco Products Installed,
\$2,726



Stanley's MARKET



From the owner of this market, comes a comment that is typical of many from enthusiastic owners of Pittco Fronts. He states: "... one of the finest improvements we have ever made ... since the new front was put in our business has increased 25% ... we attribute this increase mostly to attracting new transient trade that previously had passed us by ... the most modern-looking store in our community."



Location—Lemont, Illinois

Color Scheme—Beige Carrara field,
Wine Carrara trim. Letters sand-
blasted and painted—Aluminum
Metal

NORGE

STATE APPLIANCE CO. INC.



Location—Springfield, Mass.

Total cost of Pittco Products Installed,
\$540

Mr. Bauch, Sales Manager of the State Appliance Co., Inc., states: "We believe . . . Pittco Store Front Construction plays a prominent part in our success."

"Our opening day," writes the owner of this shoe store, "and since have been far above our expectations. We consider that our Pittco Store Front has had much to do with our getting started off on the right foot . . ."

• 14 •

BROWN-BILT SHOES

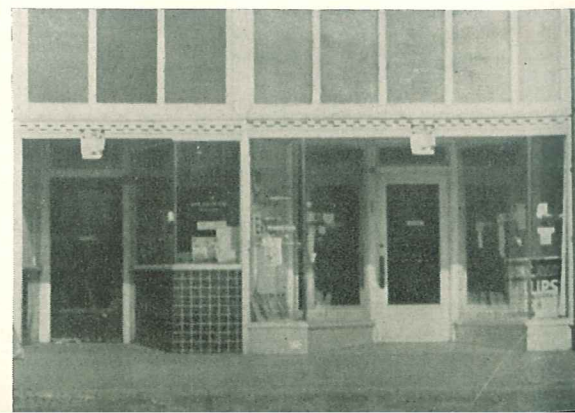
EARNEST BROS.



Location—Enid, Oklahoma

Color Scheme—Black and Beige Carrara with Aluminum trim

Total cost of Pittco Products Installed,
\$1,275

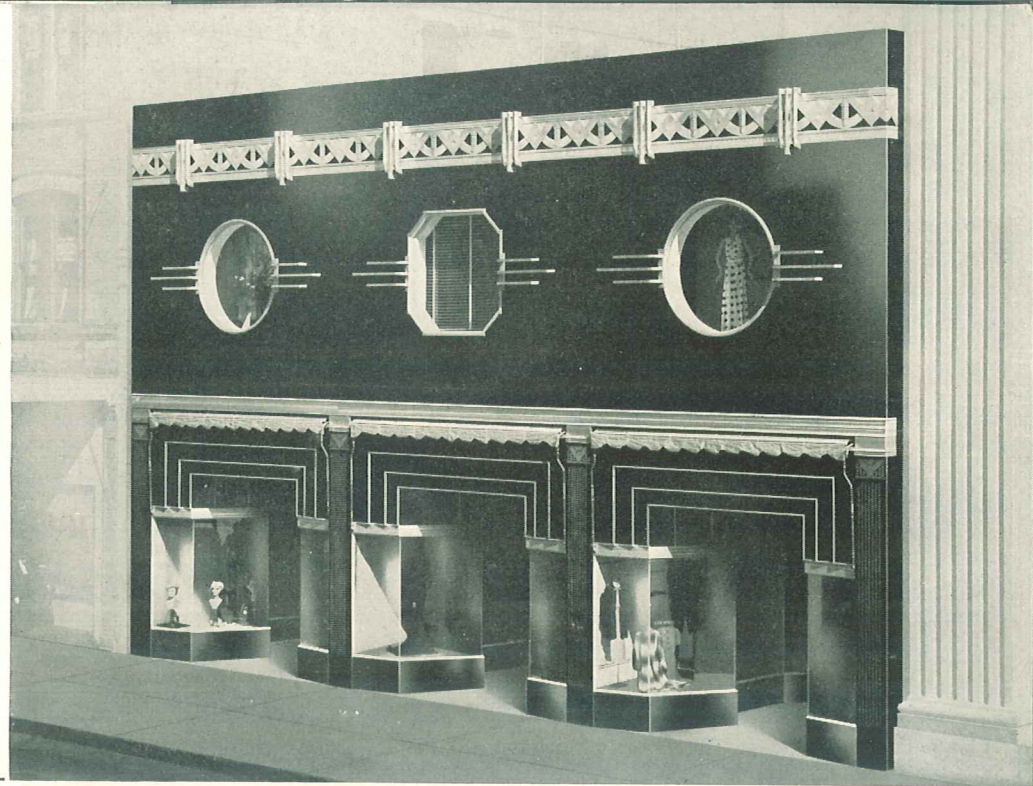




Location—Tampa, Florida

Architect—M. Leo Elliott, Inc.

Total cost of Pittco Products Installed,
\$7,526.03



Here's a front of which any owner might well be proud, showing a number of outmoded stores made into one profitable business with Pittco modernization.

"We are located on two main highways," writes Mr. Herndon, "and since my new store front has been installed . . . I have noticed a very satisfactory increase in transient trade." The interesting use of PC Glass Blocks does much to add to this cafe's appeal.

• 15 •

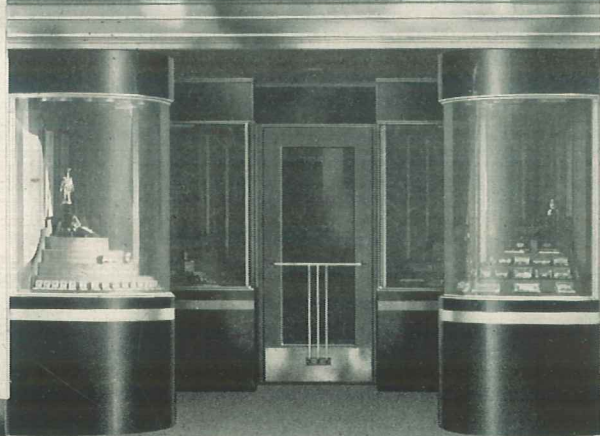
Location—Glenwood, Iowa

Color Scheme—Black and Ivory Carrara with PC Glass Blocks and Aluminum Metal trim

Total cost of Pittco Products Installed,
\$843



SPENCERS



Location—Middletown, Ohio

Architects—Hetterick & Jones

Total cost of Pittco Products
Installed, \$1,900

An approximate 25 per cent increase in sales was the result of the Pittco modernization of this jewelry store. It is easy to see how it was made modern, eye-appealing and sales-producing.



Location—Brenham, Texas

Architect—Travis Broesche

Color Scheme—Wine and Beige Carrara, PC Glass Block Transom, Aluminum Metal

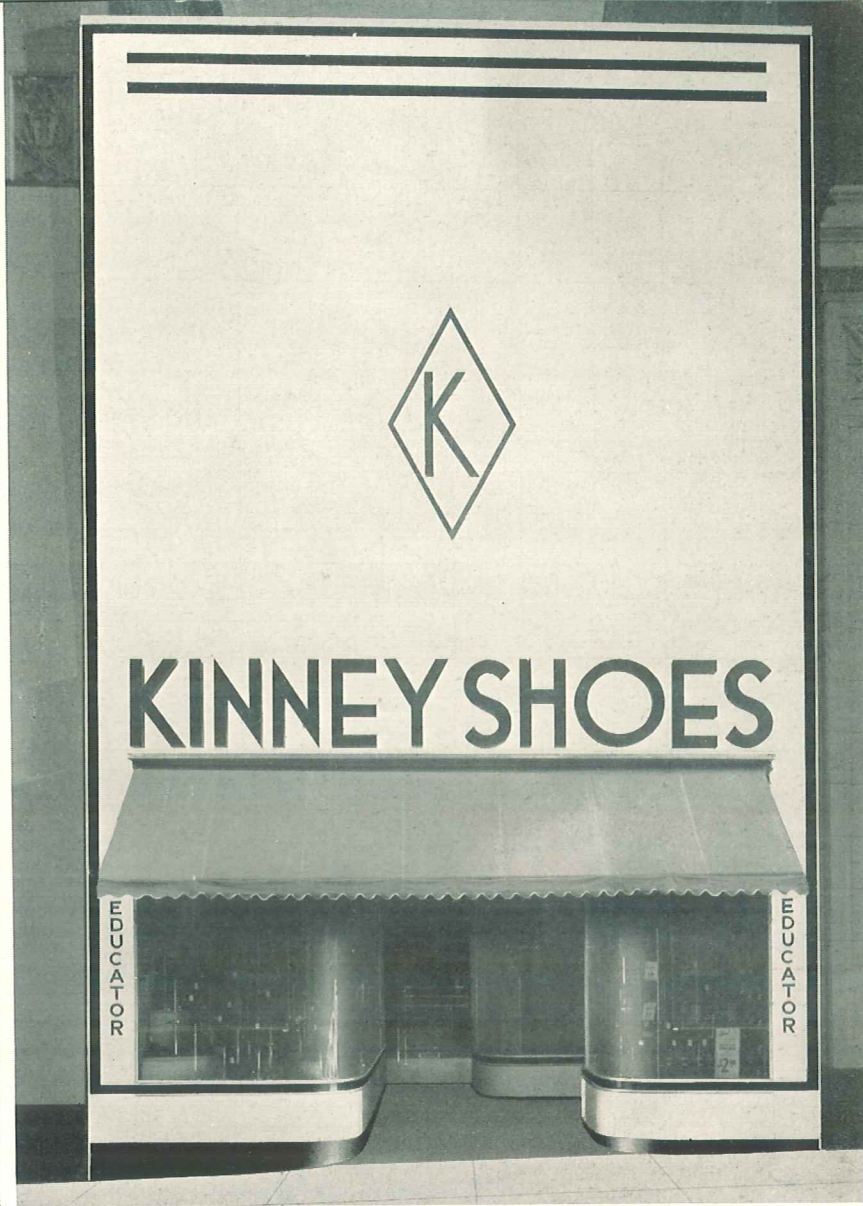
Total cost of Pittco Products Installed,
\$2,127



Location—St. Joseph, Missouri

Color Scheme—Black and White Carrara with sandblasted letters, Easyset Metal trim

Total cost of Pittco Products Installed, \$1,560



Location—Zanesville, Ohio

Color Scheme—Black Carrara with flashed opal transom, Black Carrara letters laminated to flashed opal. Aluminum trim

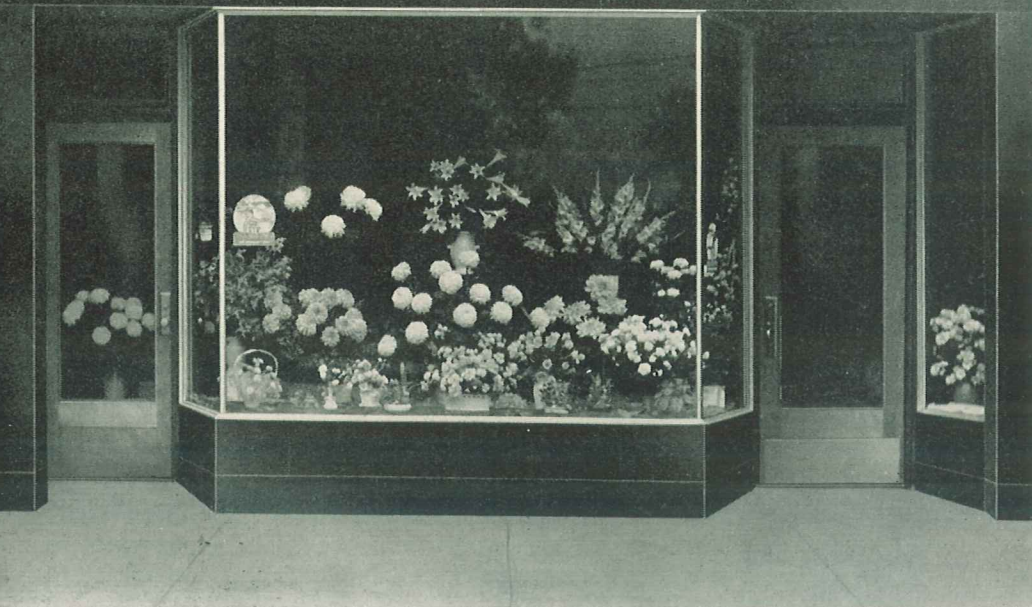
Total cost of Pittco Products Installed, \$3,200

Mr. Nader writes: "... now that I have had this store front for a period of three months, I think it is one of the wisest expenditures I ever made. My business has increased tremendously. My clerks take a great deal of pleasure now in working in a store that is light and airy and that draws into it a better class of customers . . . we see many new faces every business day and we can attribute this to nothing else but the store front. . . ."

• 17 •



Shafer's FLOWERS



Location—Coraopolis, Penna.

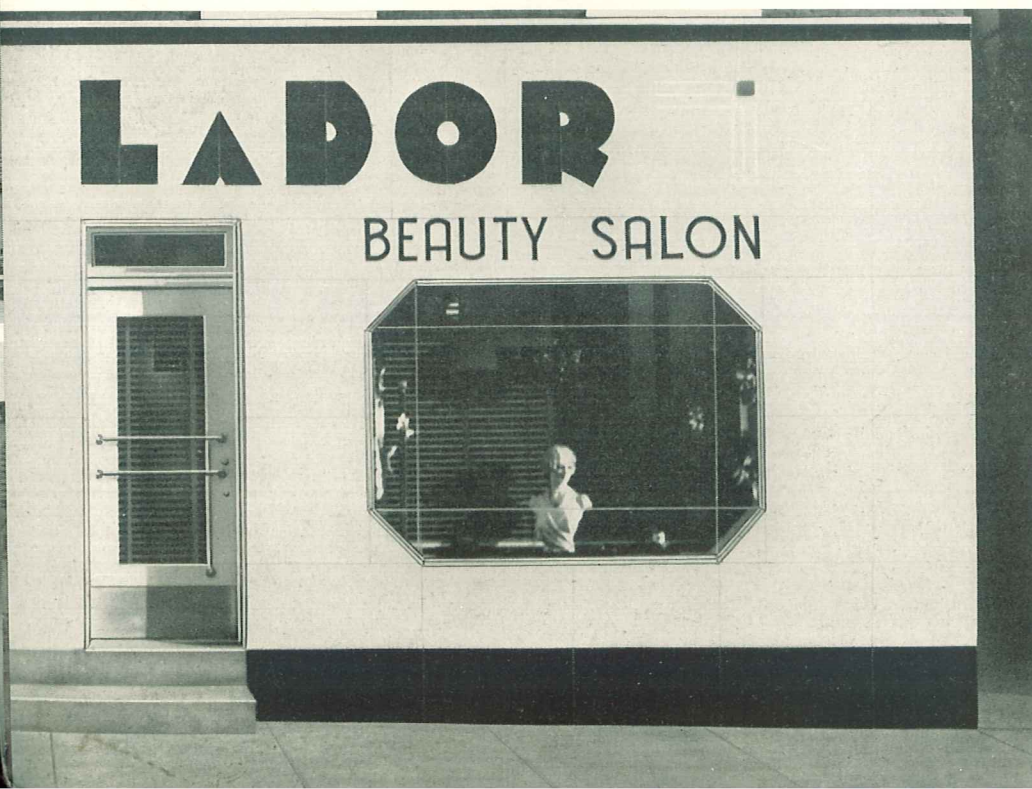
Total cost of Pittco Products
Installed, \$500

The owner of this flower shop writes: "We are very pleased with our Pittco Store Front installed a year ago. We find it a real business-getter." The sharp, trim lines of this Pittco Front provide a perfect setting for the type of merchandise shown.

The owners of this attractive salon give credit to their Pittco Front for carrying them over the present business depression. They write: "We remodeled our shop in late October 1937, and although we were going into a business slump at that time, we increased our business 27% and the appearance of our shop 100%."

• 18 •

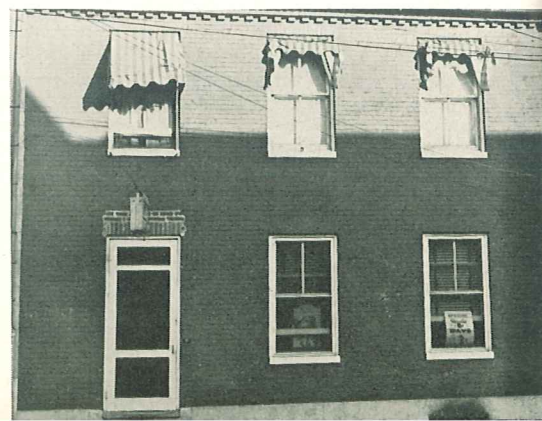
LADOR BEAUTY SALON



Location—Cumberland, Md.

Color Scheme—Bulkhead, Black Carrara. Piers, fascia and sign panel, Jade Carrara. Top band and laminated letters, Forest Green Carrara. Aluminum Metal trim

Total cost of Pittco Products
Installed, \$847





Location—Chicago, Illinois

Architect—Clement R. Piontek

Total cost of Pittco Products Installed,
\$922



The owner of Chicago Men's Wear, Inc., writes about his Pittco modernization:
". . . I should judge that there has been an increase in sales of from 10 to 15 per cent since the alterations were completed." A Pittco Front helps to build any business.

A Thrifty Market—for both its customers and its owner. The gleaming surfaces of the Pittco Front go far toward cutting down maintenance costs. For an occasional wiping with a damp cloth keeps a Pittco Front sparkling and new-looking.

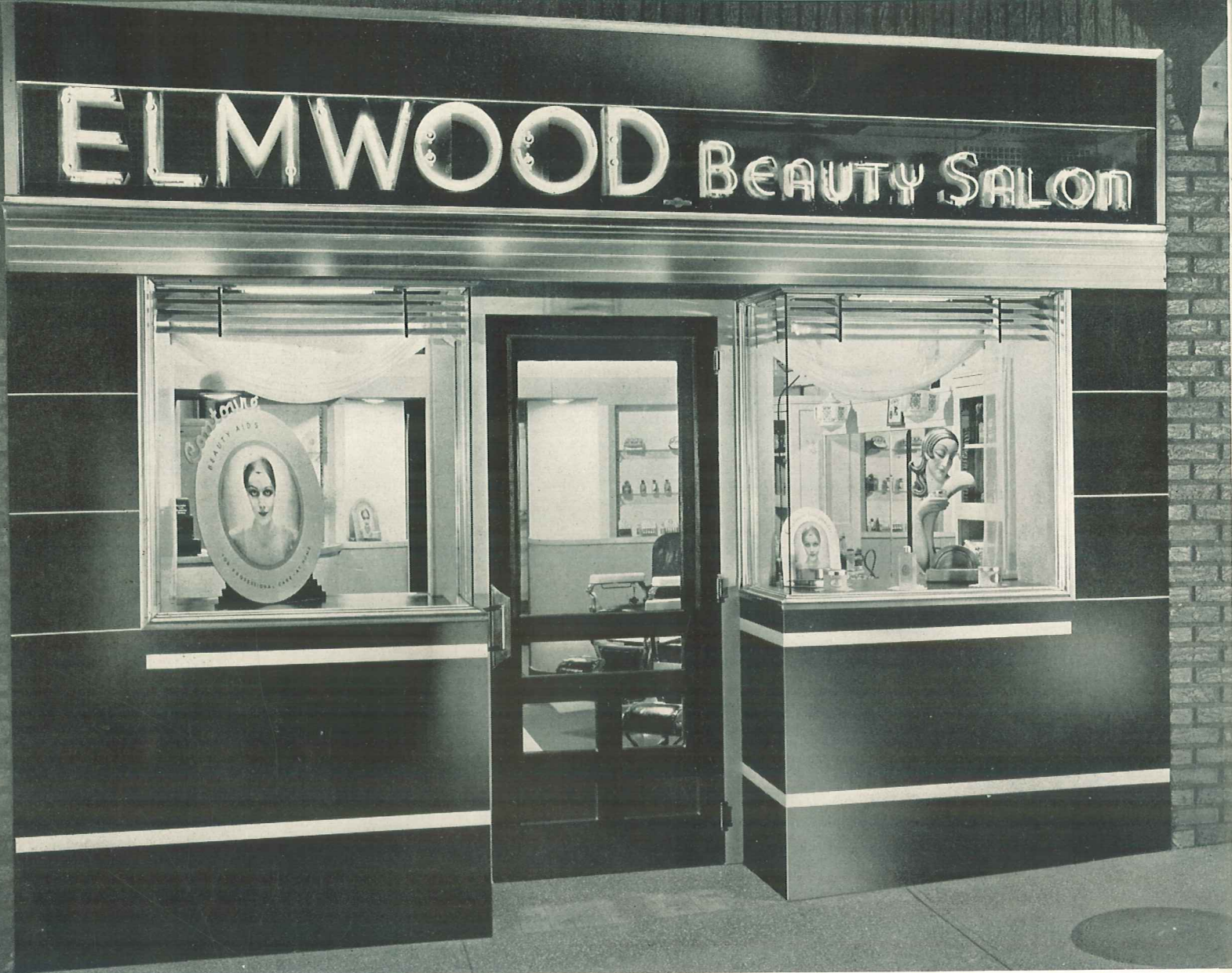
• 19 •

Location—Youngstown, Ohio

Color Scheme—Black Bulkheads,
Beige Pilasters, Beige and Ivory
Facia, Black letters sandblasted

Total cost of Pittco Products Installed,
\$1,100





The owner of this salon reports, "... can truthfully say that this front alone has increased my business 20%, making it necessary to add two operators . . . a modern front is especially beneficial to a neighborhood business!" A neighborhood business needs plenty of appeal to compete with the bigger stores in the city. A Pittco Front assures it.

Location—Omaha, Nebraska

Color Scheme—Black Carrara with Ivory and Jade Carrara trim and Aluminum Metal

Total cost Pittco Products Installed, \$382



chalfonte



The change that Pittco modernization made in this dress shop resulted in a "great increase in volume." The manager writes: "A great number of people passed our old store without even glancing at the windows. Since we have had the new Pittco Front these same folks have been attracted and have become good customers."



Location—Syracuse, New York

Architect—Charles Shilowitz

Total cost of Pittco Products Installed,
\$3,000

THE STORE FRONT PRODUCTS OF THE

PITTSBURGH PLATE GLASS COMPANY

CARRARA STRUCTURAL GLASS

Here is a material with all the beauty of polished plate glass; with color that adds eye-appeal to store front design; with structural strength that enables it to withstand the rigors of outdoor use.

Countless successful fronts have been built around the unique beauty of Carrara. It is ground and polished to a brilliant, ultra-smooth surface, comparable only to that of fine, mechanically ground and polished plate glass. Accurately reflective, it is entirely free from distortions, ripples or waves. And Carrara offers a wealth of color . . . deep, pure tones impossible to obtain in structural glass not ground and polished. There are formal black and white, the pastel shades jade, grey, beige and ivory, with orange, wine, forest green and Rembrandt blue for trim colors. These colors may be used alone to obtain striking effects. Or they combine to produce contrasts that catch the eye and bring your store to the attention of shoppers. Carrara frames window displays to their best advantage, and contributes immeasurably to their effectiveness, beauty and selling power.

PC GLASS BLOCKS

PC Glass Blocks are made of clear, colorless glass of proven durability. The light which streams through them is of full daylight tone, requiring no special consideration in the matching of colors for interior decoration. They are all-glass units, fused together. There is a partial vacuum between that provides one of the most effective insulators known.

And when used for panels, maintenance costs are almost non-existent. Once installed, the solid

Carrara is readily adaptable to many kinds of decorative treatment. It can be sandblasted, fluted, shaded, etched with any chosen color in high or shallow relief, laminated to combine two or more colors, or even treated with color after sandblasting to give an etched design added life and attractiveness.

With this remarkable beauty and adaptability to decoration, Carrara combines qualities eminently practical. The glass is strong, homogeneous and of closely-knit structure. Because its surfaces are so smooth, wear and abrasion do not readily affect them. Carrara will not check, craze or change color with age. It is impervious to chemicals, oils, grease, grime, moisture. It can be cleaned as easily as any other glass . . . a damp cloth usually suffices. You can wash down your Carrara front when you clean your windows. And it is very easy to install . . . set with a special plastic cement which further protects it against deterioration. Yet with all these obvious advantages, Carrara Structural Glass is comparatively inexpensive.

panel of glass, with strong, clean mortar joints, practically takes care of itself. PC Glass Blocks require less frequent cleaning, since the diffusion of light makes small dirt particles less visible.

PC Glass Blocks in a store front have a sales-producing effect on prospective customers. Illuminated at night from behind, they pour forth a flood of cheerful light that makes your store an attention-getter. And in the daytime, diffused day-

light comes through them into your store, creating a wide-awake atmosphere in which people like to buy.

PC Glass Blocks are available in three distinctive patterns—Decora, Argus and Saxon—suited for

PITTSBURGH MIRRORS

Pittsburgh Mirrors are made only from quality plate glass, and finished with the care and skill which fine mirrors deserve. You will find them, if you incorporate them in your store, distinguished by their beauty, their unusually true reflections, and their long life. We suggest that Pittsburgh Copper Back Mirrors will be most satisfactory for use in connection with store fronts, as these mirrors

POLISHED PLATE GLASS

The Polished Plate Glass manufactured by the Pittsburgh Plate Glass Company needs no introduction to most merchants and property owners. For many years it has been identified with the words "High Quality" in plate glass manufacture. When it is desired to glaze shop windows with a

scores of interesting and sales-building store front treatments. All are manufactured in three convenient sizes . . . approximately 6" x 6", 8" x 8", 12" x 12". All are 3 $\frac{7}{8}$ " thick.

are genuine electro-copper-plated and are thus protected against deterioration as a result of climatic or atmospheric conditions.

For special designs, or to attain original effects, Pittsburgh Mirrors can be fabricated from Flesh Tinted, Crystalex, Solex (green) or Blue Plate Glass, instead of ordinary plate glass, furnished with silver, gold or gun-metal backing.

glass that will afford absolutely perfect and undistorted vision of the displays, you will find that Pittsburgh Polished Plate Glass meets the requirements in every way. And the lustrous surfaces of Polished Plate Glass add immeasurably to the appearance of any store front.

METAL STORE FRONT CONSTRUCTION

The Metal Store Front Construction supplied by the Pittsburgh Plate Glass Company—"EasySet" and the new "Pittco"—is outstanding in the field. Special patented members inside the sash not only hold the plate glass firmly in place, but also take up and distribute evenly all strain on the glass. The result is increased protection . . . and economy.

The store front metal units are designed finely, in the modern manner. They are simple and yet have dignified beauty and appeal. A wide variety of sash, bars and mouldings is available for the creation of striking store fronts. You have a choice of finishes—bronze with satin or polished finish, or aluminum with alumilite finish.

PITTSBURGH PAINT PRODUCTS

The accumulated experience of seventy-nine years and the entire facilities of the Pittsburgh Plate Glass Company are reflected in the value offered in Pittsburgh Paint Products. There is a paint in this line to meet every requirement of store owner or merchant. In store front work, Pittsburgh Paint Products have long been favorites because of their proven covering ability, their long life, and

the wide range of really distinctive colors available. These colors are continually kept modern and in step with present trends by the constant study of the Color Research Department.

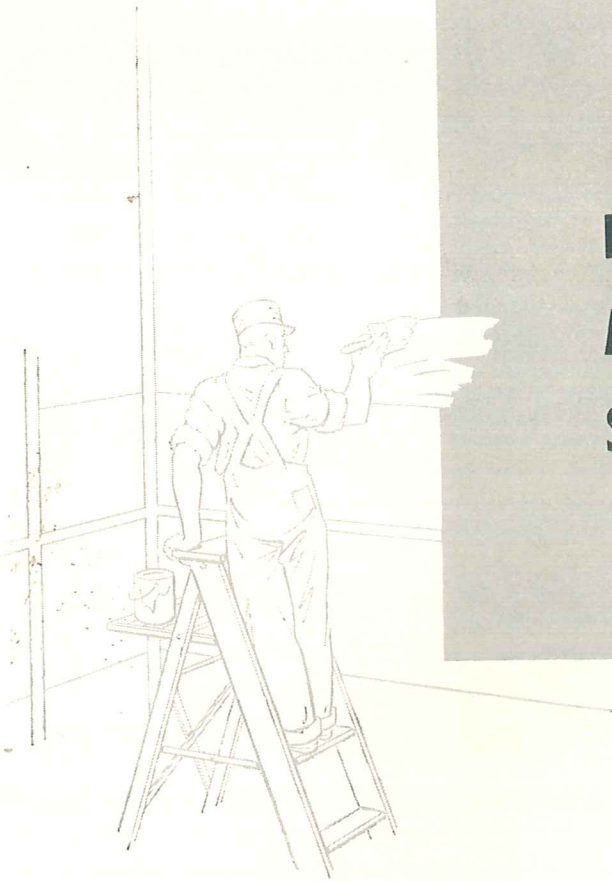
Where paint is used in store remodeling, you will be absolutely certain of a quality paint job if you insist that the paint used be a member of the Pittsburgh Paint Products family.

TAPESTRY GLASS

This glass is an ideal one for use in store front valances, transom lights, etc. Tapestry Glass combines in an extraordinary manner the advantages of an opaque glass and a fully translucent glass. Tapestry Glass transmits and diffuses the maximum amount of light, yet it obscures vision.

Tapestry Glass is unusually attractive in appear-

ance, too. Its silver, rich-looking surface glints and sparkles in a curiously live fashion when light touches it. Furthermore, this glass can be strikingly decorated by sandblasting, chipping or mitering upon its surface, so that it lends itself very well indeed to the development of well-decorated and well-finished store fronts.



Don't

LET YOUR STORE MODERNIZATION STOP AT THE DOOR

WHEN you have your smart new Pittco Store Front to catch the eye and the patronage of the potential customers who see it, your modernization job will be only half done, if you stop there. A good-looking, appealing store front can draw a customer inside your store . . . but once in, it can't *keep* her there, unless your store interior is consistent in beauty, harmony and balance with the new front . . . unless it is an interior correctly decorated, clean, properly lighted, suitable to the best display of your merchandise, calculated to bring out the qualities of the products you sell.

Do you carry footwear? Then the interior of your store should be restful, full of unhurried quietness

which seems to make people and shoes, too, more comfortable. What about jewelry? Here is the place for rich, dark harmonies and brilliant lighting which will bring out every facet and bit of color. Are you a druggist? Then you handle many things and your store should be bright and cheerful to make the sick feel better and the well remember to buy more toothpaste.

Every store is different, and every store should be designed and decorated to suit its individual characteristics. And one of the most effective, and least expensive ways to make your store interior thoroughly worthy of your new store front is the generous use of paint.

PITTSBURGH PAINTS, *Smooth as Glass*

WILL HELP YOU IN INTERIOR REMODELING

STORES of every type and description need paint—the right paint—to give that inviting appearance. You will find Pittsburgh Paints, Smooth as Glass, are exactly suited to meet every requirement.

By developing products of high quality, by gaining recognition of those products, by foreseeing the demand, by keeping production and distribution facilities always equal to that demand, by organizing extensive chemical research and laboratory facilities in an unrelenting effort to discover better formulae to meet specific conditions, by improving manufacturing processes, by studying the requirements of users, decorators and architects from every standpoint—the Pittsburgh Plate Glass Company has accumulated experience which is reflected in the excellent values represented in the long list of specialized products that have been developed for various requirements.

Reflection Factors—

The light reflection quality of painted surfaces varies over a wide range. Consequently the amount of usable light obtained from even the best light-

ing system—daylight or artificial—is reduced materially if the reflecting ability of ceilings, walls, partitions or equipment is below par.

Dark colored paints absorb or "soak up" much useful light. Thus the color and condition of painted surfaces may be partly responsible for poor lighting.

The accompanying chart shows the reflective factors of Wallhide Interior Flat and Semi-Gloss. Wallhide products have high light reflectivity, and they form a tough, non-absorbent, washable film that does not spot easily.

WALLHIDE FLAT

PBX White.....	88%
Flat White.....	85%
Ivory.....	79%
Orchid.....	70%
Light Buff.....	69%
Peach.....	69%
Horizon Blue.....	66%
Suntone.....	66%
Blossom Pink.....	63%
Sea Foam Green.....	62%
Beige.....	57%
Dawn Gray.....	56%
Mist Gray.....	56%
Maize Tan.....	55%
Spring Green.....	52%
Cascade Blue.....	52%
Palmetto Green.....	48%

WALLHIDE SEMI-GLOSS

Gloss White.....	90%
Semi-Gloss White.....	89%
Ivory.....	79%
Wisteria.....	70%
Apricot.....	69%
Parchment.....	69%
Sky Blue.....	66%
Colonial Yellow.....	66%
Bud Green.....	62%
Caenstone.....	57%
Dove Gray.....	56%
Apple Green.....	52%
Cameo Blue.....	48%
Cork.....	39%

ONE-DAY PAINTING WITH PITTSBURGH PAINTS

The Pittsburgh Plate Glass Company has originated and perfected a line of paints and varnishes which makes this possible. One-day painting is particularly important when commercial interiors are being painted. It is seldom necessary to take them out of service when this speedy quartet is used:

WALLHIDE

Flat Wall and Semi-Gloss One-Day Painting for walls and ceilings.

WATERSPAR ENAMEL

One-Day Painting for woodwork and furniture.

WATERSPAR VARNISH

One-Day Painting for floors and woodwork.

FLORHIDE ENAMEL

One-Day Painting for interior and exterior floors.



Above: The interior of the Fleck Hardware Store in Jenkintown, Pa., as it looks today, after being entirely re-modeled. A liberal use of Paint has added life and light to this attractive store, making it modern and sales-drawing.

At right: Automobile sales rooms need to be well lighted, smart, and attractive . . . and as modern in appearance as the cars they display. Paint, properly used, can create an inviting atmosphere in such rooms, as illustrated in this showroom of the C. H. Reeves Co., Baltimore, Md.



WALLHIDE INTERIOR WALL PAINT

The Wallhide Line consists of First Coater, Interior Flat in 15 colors, Interior Semi-Gloss in 12 colors, Flat White, Semi-Gloss White, Gloss White Enamel, and Blending and Glazing Liquid. Color card folder available on request.

Advantages to be gained from the use of the Wallhide system.



1. A finished wall in one day. Old or new work. One or two coats.
2. Modern, pleasing colors.
3. Complete light diffusion.
4. No brush marks.
5. Proof against peeling or cracking.
6. Washable.
7. Easy to apply.
8. Unsurpassed hiding.
9. Tough, adherent, non-absorbent film.
10. Decreases spotting to a minimum.

Wallhide Semi-Gloss is made to meet requirements on all interior surfaces where a semi-gloss is desired or required because of surface conditions.

Due to its WALLHIDE characteristics and unusual resistance to grease, dirt, ink, pencil marks, etc., it is particularly suited for use in all public and commercial buildings, where periodic washing is necessary to keep interiors spic and span.



FLORHIDE ENAMEL

Florhide Enamel is a quick drying, tough, elastic finish for interior and exterior use. While designed especially for all types of floors, it gives equally good satisfaction on upright surfaces of wood, cement, stone, plaster and metal. Very durable and extremely resistant to abrasion and severe weather conditions. It produces a smooth, even finish with good gloss.



Above: Nothing can do more to build food sales, or retard them, than the appearance of a food store interior. People like to buy food in a clean, spotless store, where the light is good. Pittsburgh Paints can help you give your store this appearance, as shown by this interior of the Doylestown Fruit Market, Doylestown, Pa.

At left: This I. Hertz Co. store, in Buffalo, N. Y., selling paints and wall-paper, is given the appearance of greater spaciousness by the use of Paint. This is the kind of interior which invites prospective customers to buy.

WATERSPAR ENAMEL



Waterspar Enamel may be used for refinishing furniture, fixtures, and standing trim.

The following characteristics make it ideally suited for modernization work in commercial building:

1. One coat will cover any old painted surface.
2. Pleasing odor during application and drying.
3. Proper consistency in the package insures one coat hiding without sags.
4. Good brushing qualities and flow to smooth coat.
5. Positive drying for use in four hours.
6. Proper durability for recommended uses.
7. Chinalike gloss.
8. Resists marring from washing compounds.

BANZAI ENAMEL

For the highest type of enamel job it is possible to produce, ask your decorator to use Banzai Enamel. This is a super-quality product which produces results unsurpassed for brilliance, durability, whiteness and opacity.

WATERSPAR VARNISH



This is a tough, elastic varnish which stands heel wear exceptionally well. It gives surfaces a rich depth of tone which emphasizes the beauty of natural wood.

Waterspar Varnish is unharmed by water—even by hot water.

PITTCO STORE FRONT PRODUCTS ARE READILY AVAILABLE AT THE FOLLOWING WAREHOUSES OF THE

PITTSBURGH PLATE GLASS COMPANY

AKRON.....OHIO
ALBANY.....N.Y.
ALLENTOWN.....PA.
AMARILLO.....TEXAS
ATLANTA.....GA.
BALTIMORE.....MD.
BIRMINGHAM.....ALA.
BOSTON.....MASS.
BRONX.....N.Y.
BROOKLYN.....N.Y.
BUFFALO.....N.Y.
BUTTE.....MONT.
CHARLOTTE.....N.C.
CHICAGO.....ILL.
CINCINNATI.....OHIO
CLEVELAND.....OHIO
COLUMBUS.....OHIO
DALLAS.....TEXAS
DAVENPORT.....IOWA
DENVER.....COLO.
DES MOINES.....IOWA
DETROIT.....MICH.
EL PASO.....TEXAS
FORT WORTH.....TEXAS
GRAND RAPIDS.....MICH.
HARRISBURG.....PA.

HARTFORD.....CONN.
HIGH POINT.....N.C.
HOUSTON.....TEXAS
INDIANAPOLIS.....IND.
JACKSONVILLE.....FLA.
KANSAS CITY.....MO.
KNOXVILLE.....TENN.
LITTLE ROCK.....ARK.
LOS ANGELES*.....CALIF.
LOUISVILLE.....KY.
MEMPHIS.....TENN.
MIAMI.....FLA.
MILWAUKEE.....WIS.
MINEOLA.....N.Y.
MINNEAPOLIS.....MINN.
MT. VERNON.....N.Y.
NASHVILLE.....TENN.
NEWARK.....N.J.
NEW HAVEN.....CONN.
NEW ORLEANS.....LA.
OAKLAND*.....CALIF.
OKLAHOMA CITY.....OKLA.
OMAHA.....NEB.
PEORIA.....ILL.
PHILADELPHIA.....PA.
PITTSBURGH.....PA.

PORTLAND*.....OREGON
PROVIDENCE.....R.I.
RICHMOND.....VA.
ROANOKE.....VA.
ROCHESTER.....N.Y.
ROCKFORD.....ILL.
SAGINAW.....MICH.
ST. LOUIS.....MO.
ST. PAUL.....MINN.
SAN ANTONIO.....TEXAS
SAN FRANCISCO*.....CALIF.
SAVANNAH.....GA.
SCRANTON.....PA.
SEATTLE*.....WASH.
SHREVEPORT.....LA.
SOUTH BEND.....IND.
SPRINGFIELD.....MASS.
SYRACUSE.....N.Y.
TAMPA.....FLA.
TOLEDO.....OHIO
TULSA.....OKLA.
UTICA.....N.Y.
WASHINGTON.....D.C.
WICHITA.....KAN.
WILKES-BARRE.....PA.
YOUNGSTOWN.....OHIO

AND ON THE WEST COAST THROUGH W. P. FULLER & CO.

BOISE.....IDAHO
FRESNO.....CALIF.
LOS ANGELES.....CALIF.
OAKLAND.....CALIF.
PHOENIX.....ARIZONA
PORTLAND.....OREGON

SACRAMENTO.....CALIF.
SALT LAKE CITY.....UTAH
SAN DIEGO.....CALIF.
SAN FRANCISCO.....CALIF.
SANTA BARBARA.....CALIF.
SEATTLE.....WASH.

SPOKANE.....WASH.
STOCKTON.....CALIF.
TACOMA.....WASH.
TUCSON.....ARIZONA
YAKIMA.....WASH.

